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Collana	American Association for State and Local History book series
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Marketing basics -- Lay the foundation and build a brand -- Find your audience and make a plan -- Press releases, print media, radio, & tv -- Creating and maintaining a website -- Email newsletters, marketing, and Internet advertising -- Social media -- Social media platforms -- Blogging and business partnerships -- More marketing tips and tricks.
Sommario/riassunto	Here's a one-stop marketing guide just for small museums and historic sites. In an age when many local historical associations and museums take money from their marketing budget because resources are tight, which can start a vicious cycle of reduced marketing reach, lower visitation, and then even less money for marketing, this guide will help those who need it the most expand their marketing reach as inexpensively as possible. In Marketing on a Shoestring Budget, Deborah Pitel covers the pros and cons of each promotional tool so they can judge what is best for their organization. She writes s